



Holidynamics + JumpFly
Omaha, NE, USA • <https://holidynamics.com>

JumpFly Paid Ad Management Increased Online Revenue 101.4% Year-Over-Year



The challenge

Holidynamics offers a wide range of **seasonal lighting and décor**, with a strong presence in both retail and professional installation. The goal was to **grow online revenue**, reach new customers, and stay ahead of evolving tools and trends in digital advertising.

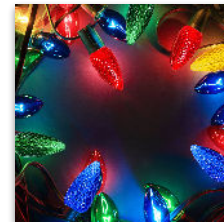
The approach

We **aligned campaign strategy** with Holidynamics' goals across multiple business areas. Display campaigns promoted their showroom and open house to drive awareness. Traditional Search targeted **local customers looking for installation and decorating services**. For ecommerce, we **shifted from standard Shopping to Performance Max** (Shopping only), using a Maximize Conversion Value bidding strategy to improve efficiency and scale.

Because increasing revenue was the priority, we built a strategy around **high-performing and high-inventory products**. This included identifying key SKUs to feature, and developing a process to regularly review inventory and adjust campaign focus accordingly.

The results

The strategy delivered a **101.4% year-over-year increase in online revenue** and helped reduce excess inventory. It also brought in **new customers** and supported **broader brand growth**. Each season, we continue to test new campaign types and refine the approach to meet evolving goals.



"JumpFly is a trusted partner that ensures our business strategy and online marketing stay in sync."

—Scott Heese, Owner Holidynamics

Featured solutions:

Audience:

- › Search Themes
- › In-Market
- › Custom Search Terms
- › Affinity

Automation:

- › Maximize Conversion Value
- › Enhanced CPC
- › Smart Shopping

Attribution:

- › Data-Driven Attribution

13.71%

Increase in YoY
ROAS*

101.4%

Increase in YoY Online
Revenue*

*comparing 2024 data to 2023 data